

**Abstract:**

The yarn feed system (1) of the invention has a clamp (3) for fastening on a machine ring (4). Contact pins are disposed on the clamp (3) and serve the purpose of piercing the insulation of a flat multi-cord cable (17) retained on the machine ring (4). For positionally correct orientation of the flat multi-cord cable (17) before and during the insulation-piercing operation, a guide element (37) is used, which is supported movably on or at the clamp. In the vertical direction, it is preferably retained by a spring arm (49). On its flanks, the flat multi-cord cable (17) preferably has grooves, which can likewise serve to orient the flat multi-cord cable positionally correctly before and during the insulation-piercing operation. The tips of the contact pins are located in the grooves and thereby bring about the alignment of the flat multi-cord cable (17 or 54).

(Fig. 1)